

ABSTRACT

An electronic commerce system and method are disclosed. The system includes a server connected to a network, the server having a processor and storage, the storage including a custom catalog listing items using product identification (PID), the PID identifying both the recipient and the item. The custom catalog can be printed and distributed to potential givers, be available on the server for access via a network, or both. The gift givers can purchase the items via the network, telephonically, or in person.